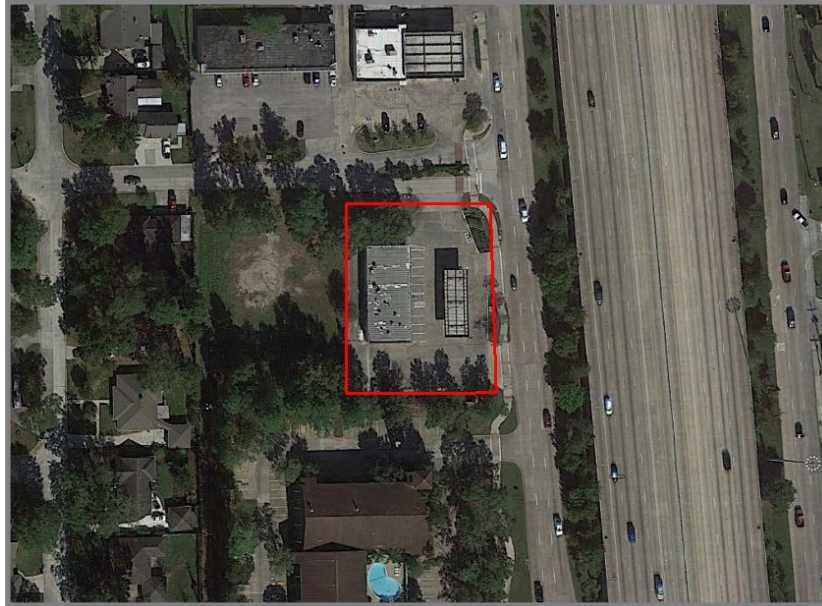


# Retail Site Analysis

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**28677 I45 N LLC**

28677 Interstate 45 N. and Shenandoah Drive  
Shenandoah, Texas 77381

July 18, 2022





## Project Summary

The site is the former fuel station and convenience store facility located at 28677 Interstate 45 North, at the southwest corner of the Shenandoah Drive intersection, in Shenandoah, Texas 77381. It has been proposed to update and modernize the existing retail building, and develop a new generation convenience store with branded gasoline and fast food offering. Two (2) fast food development scenarios have created for projection purposes. Case #1 reflects a Tier II cobrand fast food operation with drive-thru integrated into the convenience retail offering. Case #1 convenience store sales include “grab and go” express fast food options, but do not include cobrand fast food operation sales. Case #2 excludes the cobrand fast food development. Case #2 convenience store sales include a proprietary fast food kitchen deli.

The focus of this evaluation is the anticipated gasoline volume and convenience store sales during the first three years of planned facility operation. A comprehensive fuel and convenience store development strategy has been created and analyzed for volume and sales projection purposes.

Projections are driven by surrounding area neighborhoods and commuter trips along Interstate 45 Frontage Road. Area residents are middle, upper-middle, and above-average income families leading busy suburban lifestyles. The median population age is 46 with 85% white-collar occupations. 37% of housing units are renter occupied. Household growth has been experienced and is projected to continue through 2026.

Projections are restricted by gasoline capacity, traffic intensity, and direct competition. Frequent frontage road traffic stacking occurs during morning and afternoon peak periods restricting convenient ingress and egress. Two Circle K Valero units are positioned within 0.5-mile of the site. Target residents are active families with good levels of education and occupation. Residents are experienced retail shoppers and shopping frequency will require “best in class” facility, operation, and execution.

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# Site Overview

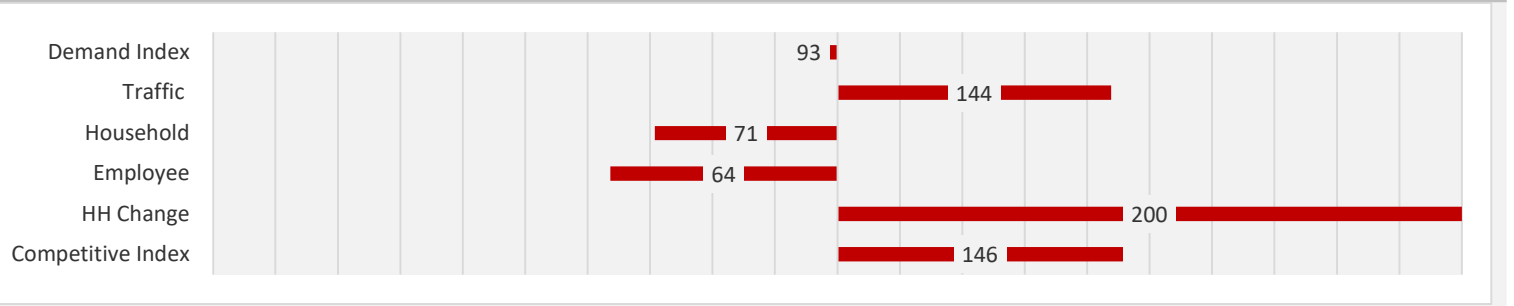
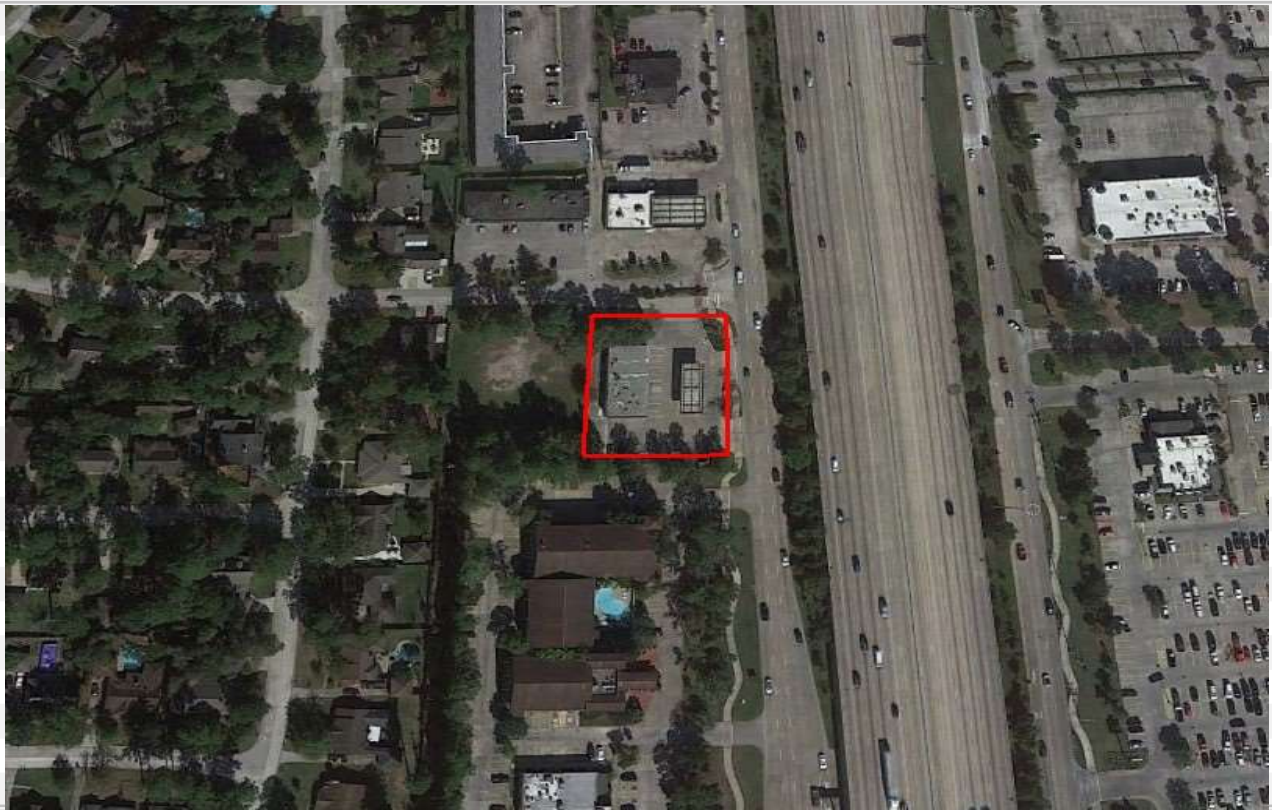
28677 Interstate 45 N., Shenandoah, Texas 77381

Intersection  
SW

## Density Class and Socio-Economic Score



	Lane Count	Direction	Ingress/Egress	Visibility	Stacking
Interstate 45 SB Frontage Road	3	south	●	●	●
North Freeway Service Road		service road	2	45 MPH	unregulated
Shenandoah Drive	2	east/west	●	●	●
		undivided	1	20 MPH	STOP
Interstate 45	8	north/south	●	●	●
	Exit #77	limited access			unregulated



## Facility Development Strategy: Fuel and Convenience Store

<b>Name:</b>	Proposed Facility	<b>Brand:</b>	Brand	<b>Case #:</b>	1
<b>Location:</b>	28677 Interstate 45 N. and Shenandoah Boulevard			<b>Intersection:</b>	SW
<b>Type:</b>	Convenience Store			<b>Fx Impact Score:</b>	137.8

Forecourt and Exterior	Posted Prices
------------------------	---------------

3	MPD's	x	Canopy	Unleaded	\$4.49 <sup>9</sup>
	Electronic	x	Air		
6	# of Gasoline Hoses	6	Brand Sign Facings	Diesel	
3	# of Gasoline Grades	2	Price Sign Facings	<i>Cash/Card Price</i>	
6	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	
	# of Diesel Fueling Positions	3	# of Access Points	Diesel	
	# of Truck Diesel Lanes	Interior	Visibility	Strategy	0.00 Unleaded
	Kerosene	Unregulated	Traffic Regulation		Diesel
	E-85	Undivided	Road Configuration		
3	EV Stations	Standard	On Site Movement		
6	# of Self Service Hoses	45	Posted Speed		
	# of Full Service Hoses	4,200	Size of Store		
Dive In	Fuel Configuration	10	Up Front Parking		
	Car Wash		Truck Parking		

Competitive Impact	
<b>Gasoline Score</b>	83.5
<b>Diesel Score</b>	0.0
<b>Convenience Store Score</b>	75.2
<b>Fast Food Score</b>	65.0

Convenience Store
-------------------

12	Walk In Cooler Doors	Brand	Maintenance	Expanded	Restrooms
6	Reach In Cooler Doors	Brand	Interior Lighting	Brand	Snack Merchandising
Brand	Beverage Merchandising	Brand	Interior Signage	Brand	Tobacco Merchandising
4	Freezer Doors	x	Fountain Beverage	17	Hours of Operation
5	Beer/Wine Doors	x	Coffee Bar	3	Cashier Stations
x	Beer Cave	Tier II Brand	Fast Food Brand	x	Lottery
Brand	Operation	Grab and Go	Fast Food Store	x	ATM





# Projections, Analytical Range, and Metrics - Case #1 Cobrand

28677 Interstate 45 N., Shenandoah, Texas 77381

## AVERAGE MONTHLY VOLUME AND SALES

	Year 1	Year 2	Year 3
<b>Fuel Volume (Gallons)</b>	<b>70,165</b>	<b>74,316</b>	<b>76,269</b>
<i>Gasoline Volume (Gallons)</i>	<i>70,165</i>	<i>74,316</i>	<i>76,269</i>
<b>Convenience Store Sales (Dollars)</b>	<b>\$110,612</b>	<b>\$117,156</b>	<b>\$120,235</b>
<i>Convenience Sales (Dollars)</i>	<i>\$100,516</i>	<i>\$106,463</i>	<i>\$109,261</i>
<i>"Grab 'n Go" Fast Food Sales* (Dollars)</i>	<i>\$10,096</i>	<i>\$10,693</i>	<i>\$10,974</i>

*\*Tier II cobrand fast food restaurant sales not included*

## ANALYTICAL VOLUME AND SALES RANGE

<b>LOW</b>	Year 1	Year 2	Year 3
<b>Fuel Volume (Gallons)</b>	<b>59,640</b>	<b>63,169</b>	<b>64,829</b>
<i>Gasoline Volume (Gallons)</i>	<i>59,640</i>	<i>63,169</i>	<i>64,829</i>
<b>Convenience Store Sales (Dollars)</b>	<b>\$100,205</b>	<b>\$106,133</b>	<b>\$108,922</b>
<i>Convenience Sales (Dollars)</i>	<i>\$90,967</i>	<i>\$96,349</i>	<i>\$98,881</i>
<i>"Grab 'n Go" Fast Food Sales* (Dollars)</i>	<i>\$9,238</i>	<i>\$9,784</i>	<i>\$10,041</i>

<b>HIGH</b>	Year 1	Year 2	Year 3
<b>Fuel Volume (Gallons)</b>	<b>73,673</b>	<b>78,032</b>	<b>80,082</b>
<i>Gasoline Volume (Gallons)</i>	<i>73,673</i>	<i>78,032</i>	<i>80,082</i>
<b>Convenience Store Sales (Dollars)</b>	<b>\$122,428</b>	<b>\$129,672</b>	<b>\$133,079</b>
<i>Convenience Sales (Dollars)</i>	<i>\$111,070</i>	<i>\$117,642</i>	<i>\$120,733</i>
<i>"Grab 'n Go" Fast Food Sales* (Dollars)</i>	<i>\$11,358</i>	<i>\$12,030</i>	<i>\$12,346</i>

## PROJECTION METRICS

Primary Area of Influence	Custom	Annual Convenience Store Sales Year 1	\$1,327,344
Area in Square Miles	12.56	Annual Convenience Sales Year 1	\$1,206,192
Total Intersection Traffic VPD	36,766	Annual Grab 'n Go Fast Food Sales Year 1	\$121,152
Explained Intersection Traffic	40.7%	Convenience Store \$ per Square Foot	\$26.34
Passing Intersection Traffic	59.3%		
Annual Fuel Volume Year 1	841,980		
Annual Gasoline Volume Year 1	841,980		
		Fuel Dispenser Count	3
Fuel Gallons per Dispenser Year 1	23,388	Convenience Store Square Feet	4,200
		Tier II Cobrand Fast Food Square Feet	1,000

## Facility Development Strategy: Fuel and Convenience Store

<b>Name:</b>	Proposed Facility	<b>Brand:</b>	Brand	<b>Case #:</b>	2
<b>Location:</b>	28677 Interstate 45 N. and Shenandoah Boulevard			<b>Intersection:</b>	SW
<b>Type:</b>	Convenience Store			<b>Fx Impact Score:</b>	137.8

Forecourt and Exterior	Posted Prices
------------------------	---------------

3	MPD's	x	Canopy	Unleaded	\$4.49 <sup>9</sup>
	Electronic	x	Air		
6	# of Gasoline Hoses	6	Brand Sign Facings	Diesel	
3	# of Gasoline Grades	2	Price Sign Facings	<i>Cash/Card Price</i>	
6	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	
	# of Diesel Fueling Positions	3	# of Access Points	Diesel	
	# of Truck Diesel Lanes	Interior	Visibility	Strategy	0.00 Unleaded
	Kerosene	Unregulated	Traffic Regulation		Diesel
	E-85	Undivided	Road Configuration		
3	EV Stations	Standard	On Site Movement		
6	# of Self Service Hoses	45	Posted Speed		
	# of Full Service Hoses	4,200	Size of Store		
Dive In	Fuel Configuration	10	Up Front Parking		
	Car Wash		Truck Parking		

Competitive Impact	
<b>Gasoline Score</b>	83.5
<b>Diesel Score</b>	0.0
<b>Convenience Store Score</b>	75.2
<b>Fast Food Score</b>	20.0

Convenience Store
-------------------

12	Walk In Cooler Doors	Brand	Maintenance	Expanded	Restrooms
6	Reach In Cooler Doors	Brand	Interior Lighting	Brand	Snack Merchandising
Brand	Beverage Merchandising	Brand	Interior Signage	Brand	Tobacco Merchandising
4	Freezer Doors	x	Fountain Beverage	17	Hours of Operation
5	Beer/Wine Doors	x	Coffee Bar	3	Cashier Stations
x	Beer Cave		Fast Food Brand	x	Lottery
Brand	Operation	Made to Order	Fast Food Store	x	ATM
		Kitchen			



# Projections, Analytical Range, and Metrics - Case #2

28677 Interstate 45 N., Shenandoah, Texas 77381

## AVERAGE MONTHLY VOLUME AND SALES

	Year 1	Year 2	Year 3
<b>Fuel Volume (Gallons)</b>	<b>66,134</b>	<b>70,047</b>	<b>71,888</b>
<i>Gasoline Volume (Gallons)</i>	<i>66,134</i>	<i>70,047</i>	<i>71,888</i>
<b>Convenience Store Sales (Dollars)</b>	<b>\$123,895</b>	<b>\$131,225</b>	<b>\$134,674</b>
<i>Convenience Sales (Dollars)</i>	<i>\$105,755</i>	<i>\$112,012</i>	<i>\$114,956</i>
<i>Fast Food Kitchen Sales (Dollars)</i>	<i>\$18,140</i>	<i>\$19,213</i>	<i>\$19,718</i>

## ANALYTICAL VOLUME AND SALES RANGE

<b>LOW</b>	Year 1	Year 2	Year 3
<b>Fuel Volume (Gallons)</b>	<b>60,182</b>	<b>63,743</b>	<b>65,418</b>
<i>Gasoline Volume (Gallons)</i>	<i>60,182</i>	<i>63,743</i>	<i>65,418</i>
<b>Convenience Store Sales (Dollars)</b>	<b>\$112,306</b>	<b>\$118,951</b>	<b>\$122,077</b>
<i>Convenience Sales (Dollars)</i>	<i>\$95,708</i>	<i>\$101,371</i>	<i>\$104,035</i>
<i>Fast Food Kitchen Sales (Dollars)</i>	<i>\$16,598</i>	<i>\$17,580</i>	<i>\$18,042</i>

<b>HIGH</b>	Year 1	Year 2	Year 3
<b>Fuel Volume (Gallons)</b>	<b>69,771</b>	<b>73,900</b>	<b>75,842</b>
<i>Gasoline Volume (Gallons)</i>	<i>69,771</i>	<i>73,900</i>	<i>75,842</i>
<b>Convenience Store Sales (Dollars)</b>	<b>\$137,267</b>	<b>\$145,388</b>	<b>\$149,209</b>
<i>Convenience Sales (Dollars)</i>	<i>\$116,859</i>	<i>\$123,773</i>	<i>\$127,026</i>
<i>Fast Food Kitchen Sales (Dollars)</i>	<i>\$20,408</i>	<i>\$21,615</i>	<i>\$22,183</i>

## PROJECTION METRICS

Primary Area of Influence	Custom	Annual Convenience Store Sales Year 1	\$1,486,740
Area in Square Miles	12.56	Annual Convenience Sales Year 1	\$1,269,060
Total Intersection Traffic VPD	36,766	Annual Fast Food Kitchen Sales Year 1	\$217,680
Explained Intersection Traffic	40.7%	Convenience Store \$ per Square Foot	\$29.50
Passing Intersection Traffic	59.3%		
Annual Fuel Volume Year 1	793,608		
Annual Gasoline Volume Year 1	793,608		
		Fuel Dispenser Count	3
Fuel Gallons per Dispenser Year 1	22,045	Convenience Store Square Feet	4,200

## Site Photos



Shenandoah Drive site approach and frontage facing east



View of site frontage along Shenandoah Drive facing west



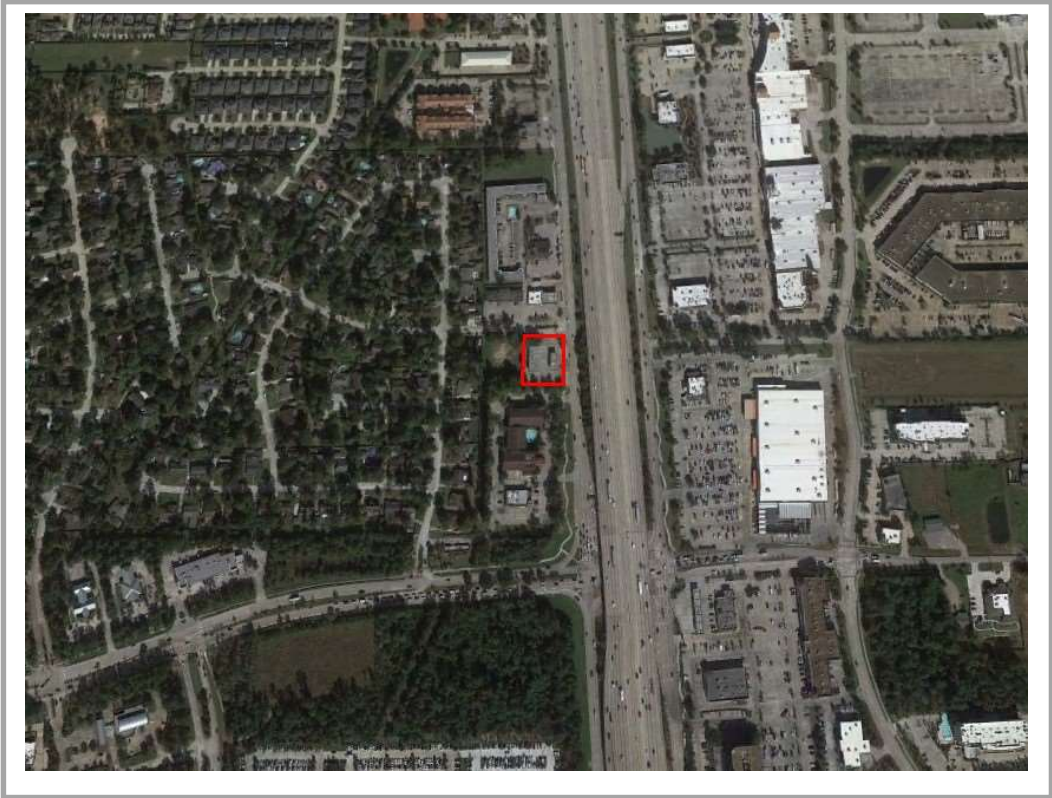
View of site frontage along the southbound Interstate 45 N. frontage road facing north



Site view across the intersection of the Interstate 45 southbound frontage road and Shenandoah Drive



Site Aerial



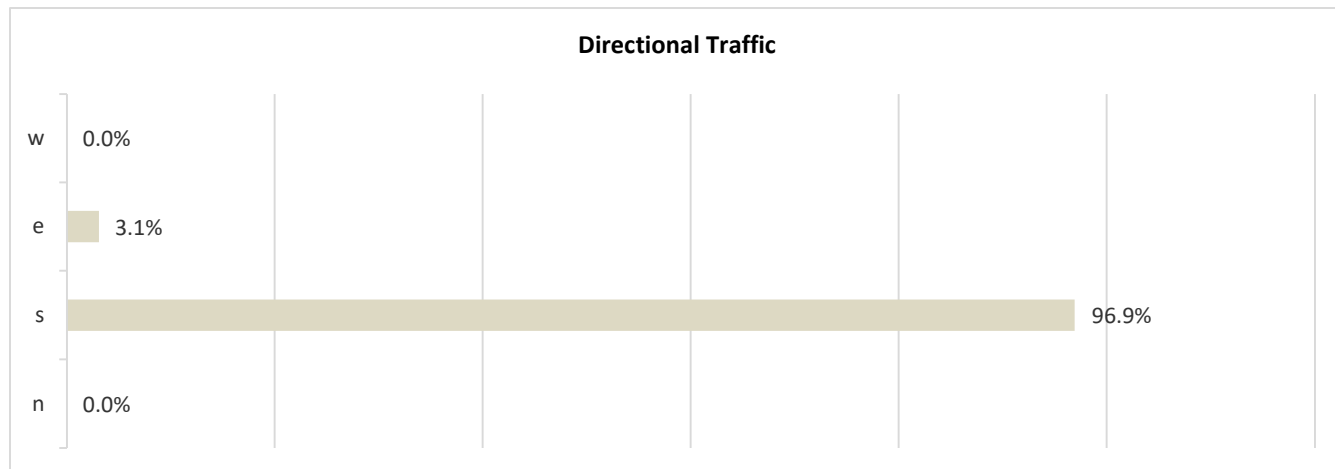
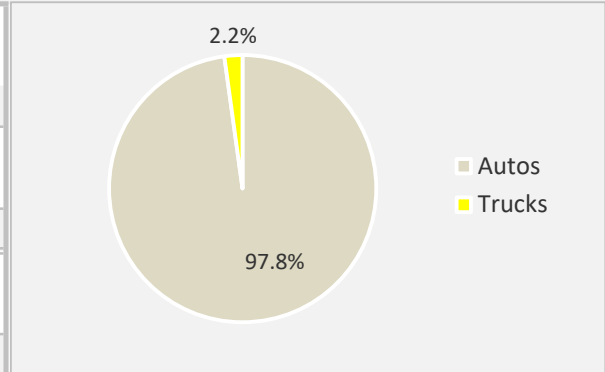
Aerial site view and roadway

# Traffic Summary

					VPD Stats	
	Direction	Count	Classification	Ingress	Egress	
Interstate 45 SB Frontage Road	n	0	Auto	Restricted	Restricted	
	s	34,853		Frontage	Frontage	
	n	0	Truck			
	s	775				
Shenandoah Boulevard	e	1,107	Auto	Frontage	Frontage	
	w			Restricted	Restricted	
	e	31	Truck			
	w					

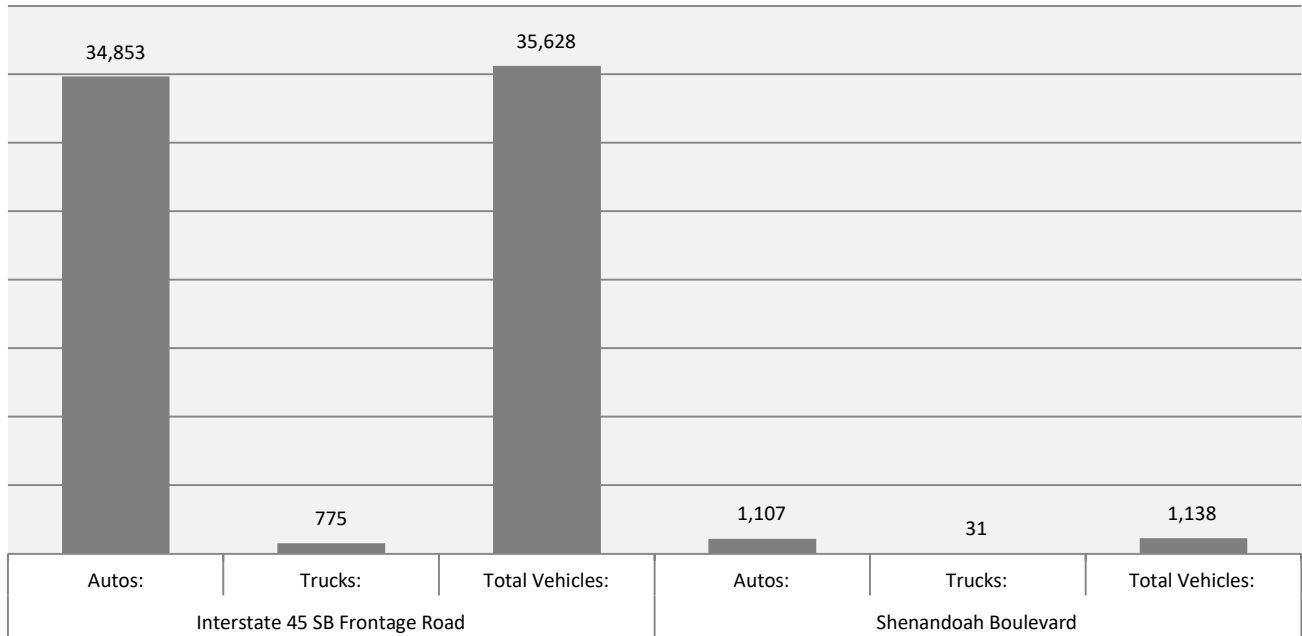
	Direction	Percent	Classification	Percent	Frontage
Interstate 45 SB Frontage Road	n	0.0%	Auto	97.8%	96.9%
	s	94.8%			
	n	0.0%	Truck	2.2%	
	s	2.1%			
Shenandoah Boulevard	e	3.0%	Auto	97.3%	3.1%
	w	0.0%			
	e	0.1%	Truck	2.7%	
	w	0.0%			

<b>Total Intersection VPD</b>	Autos:	35,960
	Trucks:	<u>806</u>
	Total Vehicles:	<b>36,766</b>
<b>Interstate 45 SB Frontage Road</b>	Autos:	34,853
	Trucks:	775
	Total Vehicles:	<b>35,628</b>
<b>Shenandoah Boulevard</b>	Autos:	1,107
	Trucks:	31
	Total Vehicles:	<b>1,138</b>

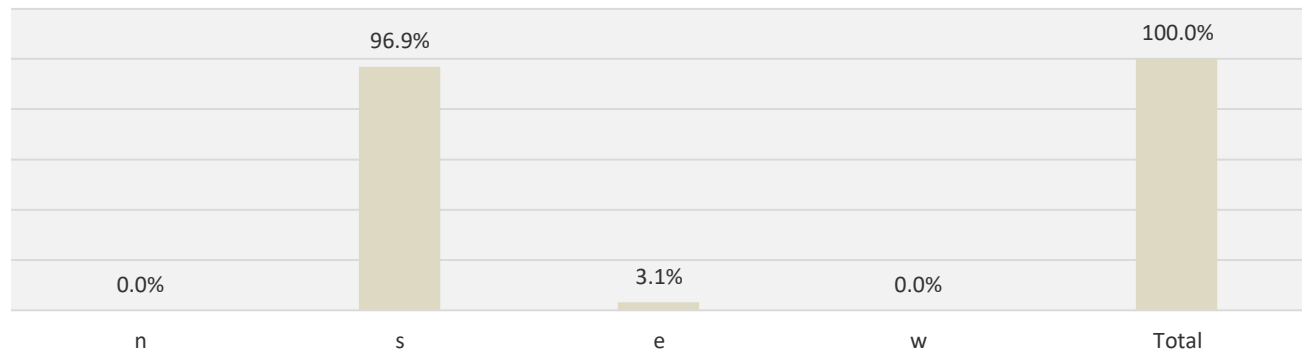


# Traffic Summary

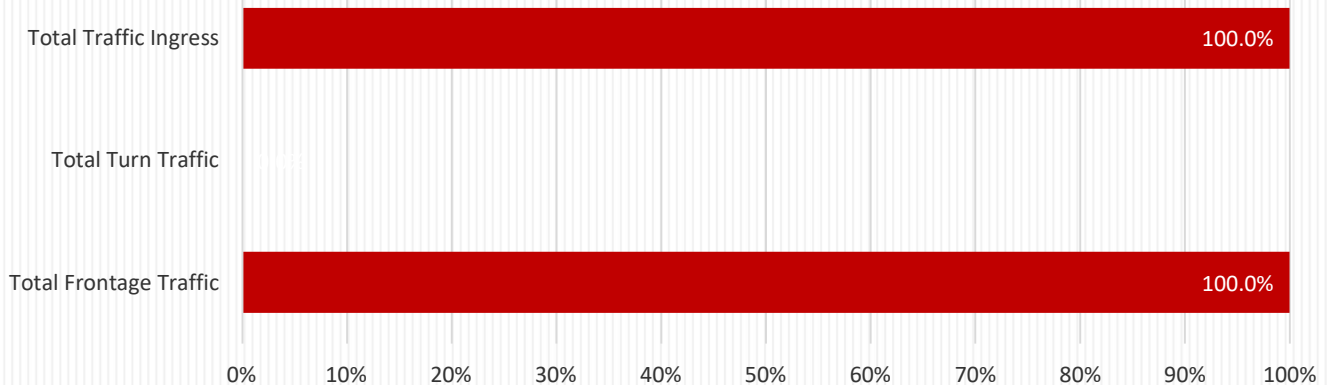
Vehicles per Day (VPD)



Total Frontage Traffic (% Total)

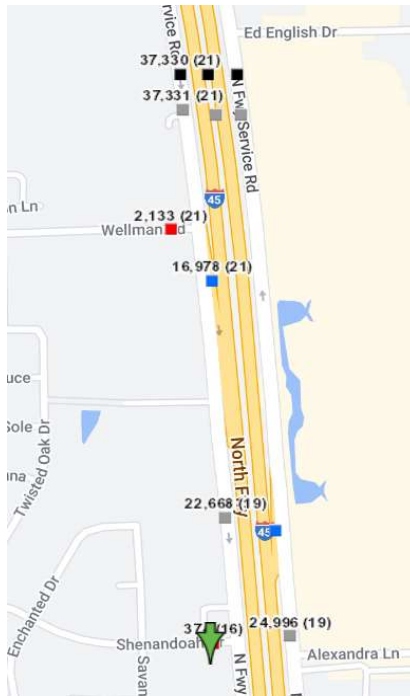


Total Traffic Ingress



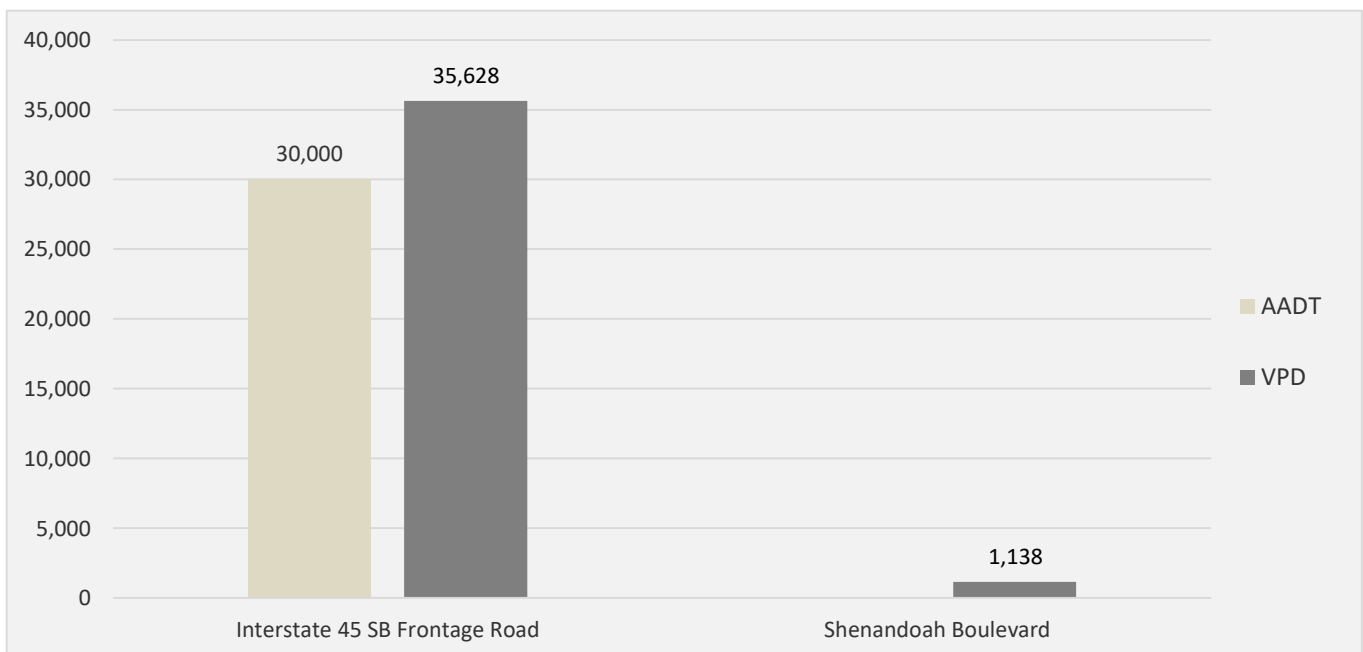
# Traffic Summary

## AADT Map



Texas DOT/Magnify®	AADT	Location	Magnify®	Year
Interstate 45 SB Frontage Road	37,331	north		2021
	22,668	relative		2021

### Shenandoah Boulevard





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## Consumer Potential Scores

The Consumer Potential Report is designed to evaluate a defined geographic area for the propensity of its residents and employees to use an analyzed product or service.

Consumer potentials are calculated by correlating national survey data of consumer behavior with lifestyle segmentation of survey respondents. This information is then weighted to the composition of the lifestyle clusters in the studied area. Potential indices are calculated at the block group level of geography and extrapolated into the custom trade area.

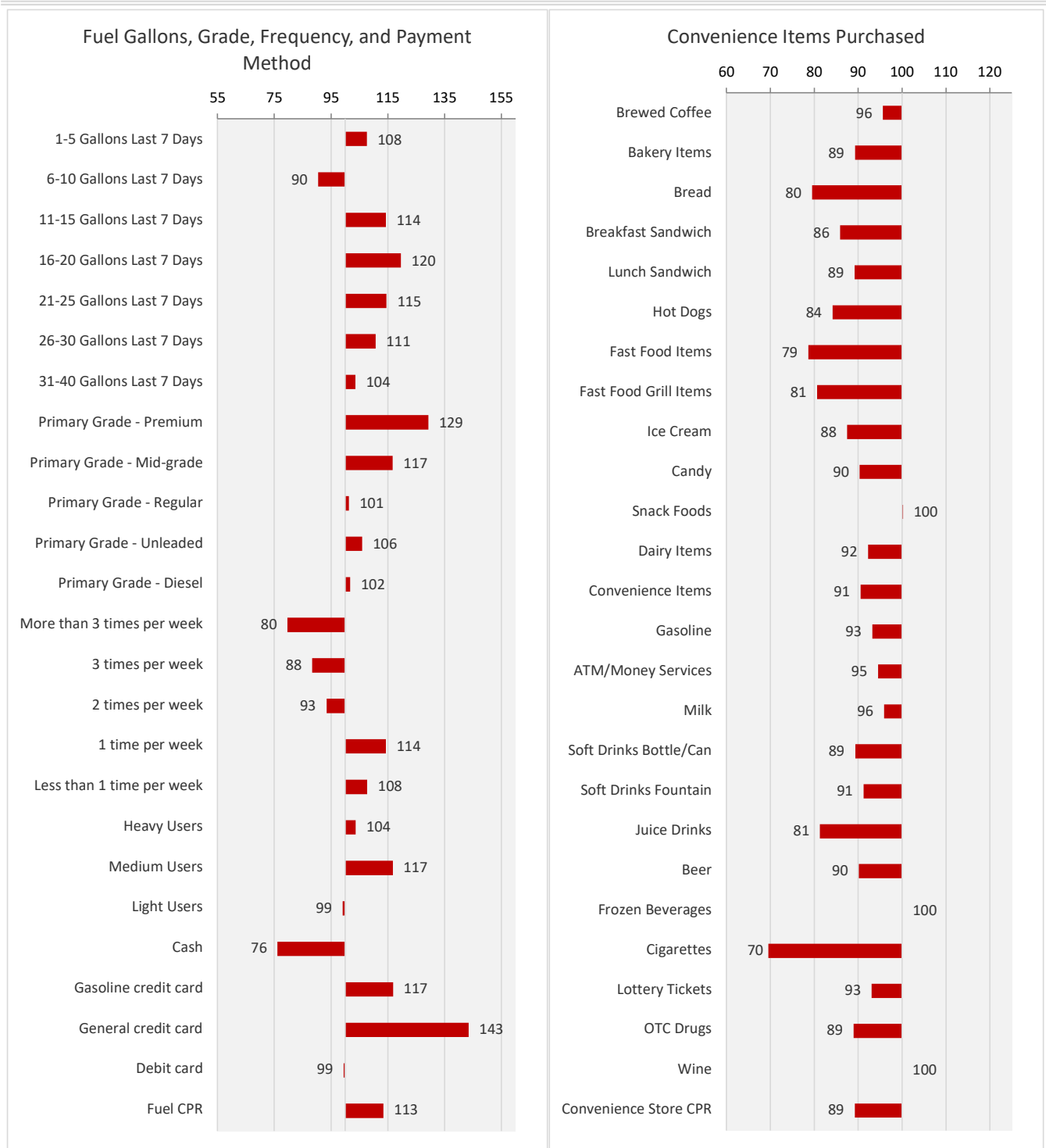
The Consumer Potential score has an index base of 100. An index score of 100 indicates residents living within the target area exhibit the same potential for a certain lifestyle behavior as the national average. An index of **110 indicates a population 10% more likely than the national average** consumer to participate in a certain behavior. An index of **90 indicates a population 10% less likely than the national average** consumer to participate in a certain behavior.

Consumer Potential scores are provided to direct merchandising strategies, identifying promotion opportunities, and to highlight target consumer likely behaviors. Pricing, promotion, and merchandising decisions should reflect the anticipated preferences of the targeted residents and employees living and working within the immediate trade area.

# Consumer Potential Scores

Location:  
28677 Interstate 45 N.  
Shenandoah, Texas 77381

**CUSTOM  
BOUNDARY  
2.11 SQ/MI**



## Competitive Analysis Summary: Fuel and Convenience Store

### Competitive Capacity Metrics

7	Total Competitive Units
0.8	Average Distance in Miles
88	Total Gasoline Fueling Positions
44	Total Diesel Fueling Positions
-	Total Truck Diesel Lanes
19,300	Total Convenience Store Square Footage

### Brands and Convenience Store Chains



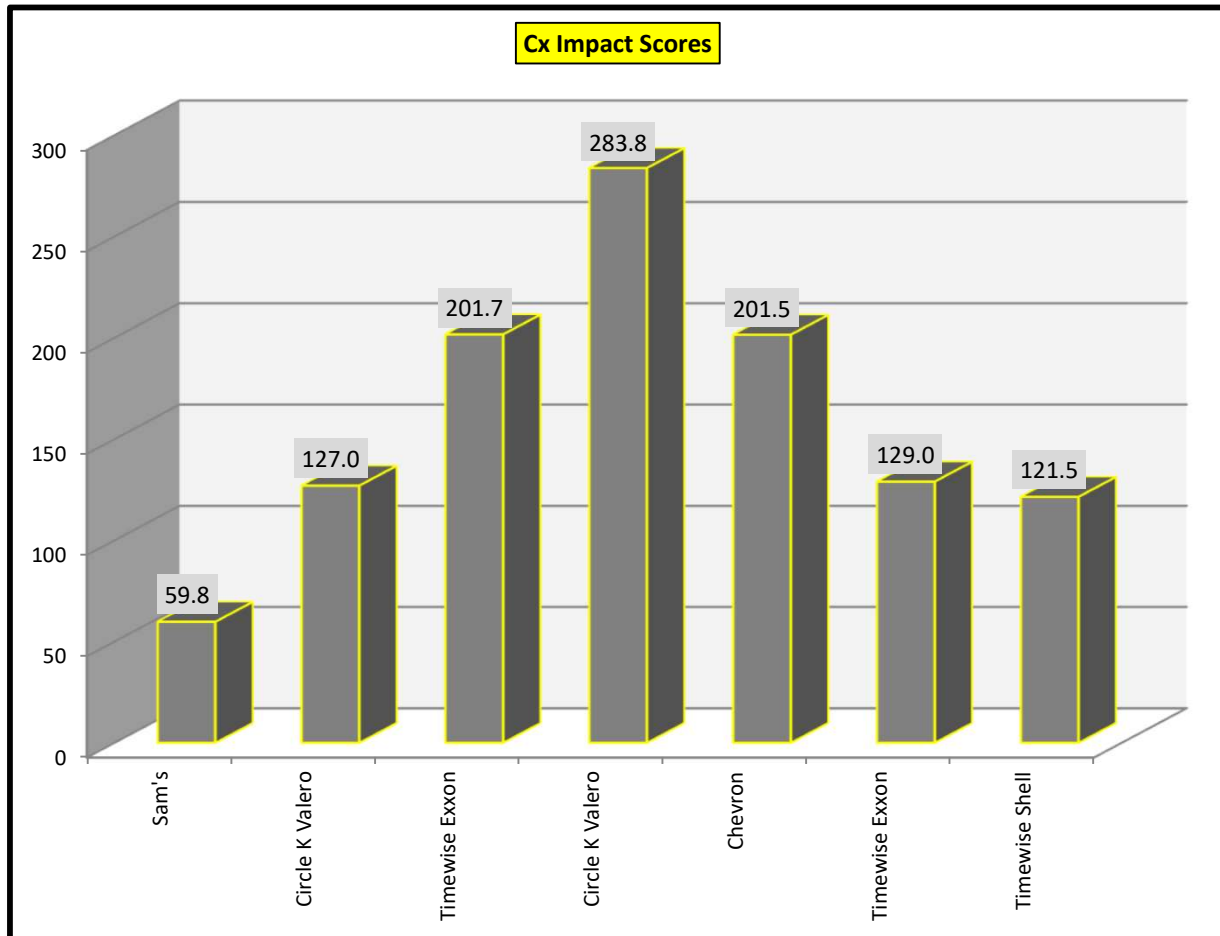
### Performance and Impact Indicators

52%	Performance Auto Fuel Positions
62%	Performance Convenience Store Parking
	Performance Truck Diesel Lanes
34,112	Audit Fuel Gallons per Forecourt Dispenser
\$46.78	Audit Convenience Store Dollars per Square Foot
	Audit Fuel Gallons per Truck Lane
1.79	Average Distance Impact
0.18	Minimum Distance Impact
10.00	Maximum Distance Impact

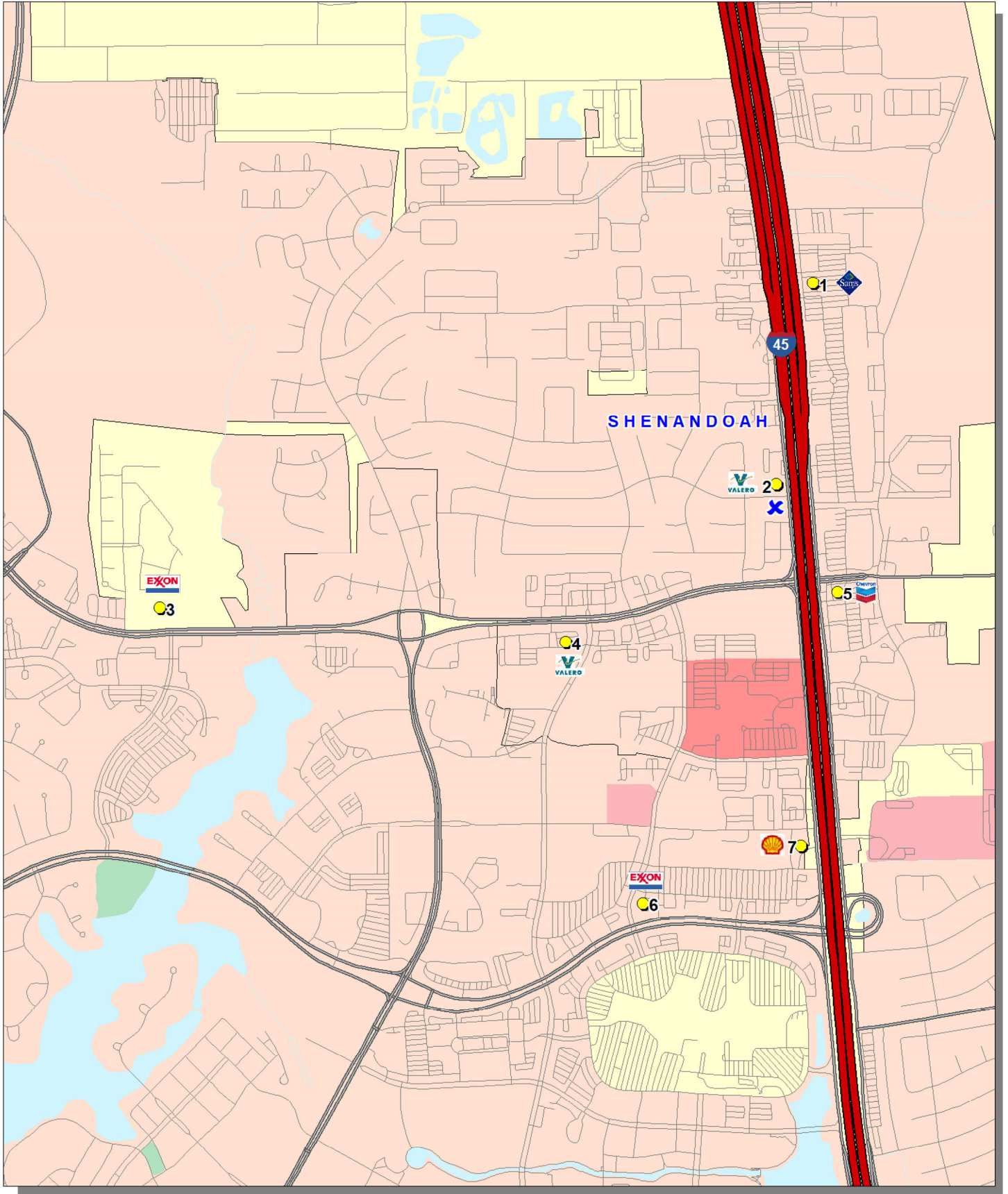
### Fuel Pricing Metrics

Market Price Gasoline	\$4.49	9
Lead Price Gasoline	\$4.24	9
Max Price Gasoline	\$4.79	9
Variance Gasoline	\$0.55	9
Market Price Diesel	\$5.09	9
Lead Price Diesel	\$4.99	9
Max Price Diesel	\$5.49	9
Variance Diesel	\$0.50	9

**Audit Date:** 6/22/2022



# Competition Map



● = Gasoline/Diesel/Convenience Store



## Competition Analysis: Fuel and Convenience Store

<b>Name:</b>	Sam's Club	<b>Brand:</b>	Sam's	<b>Map #:</b>	1	
<b>Location:</b>	Interstate 45, south of Shenandoah Park Drive			<b>Intersection:</b>	E	
<b>Type:</b>	Pumper Kiosk			<b>Distance:</b>	0.8	

Forecourt and Exterior	Posted Prices
------------------------	---------------

6	MPD's	x	Canopy	Unleaded	\$4.24 <sup>9</sup>
	Electronic		Air		
12	# of Gasoline Hoses	3	Brand Sign Facings	Diesel	
2	# of Gasoline Grades		Price Sign Facings	<i>Cash/Card Price</i>	
12	# of Gasoline Fueling Positions		LED Price Sign	Unleaded	
	# of Diesel Fueling Positions	2	# of Access Points	Diesel	
	# of Truck Diesel Lanes	Interior	Visibility	Strategy	-0.25 Unleaded
	Kerosene	Unregulated	Traffic Regulation		Diesel
	E-85	LimitedAccess	Road Configuration		
	EV Stations	Standard	On Site Movement		
12	# of Self Service Hoses	45	Posted Speed		
	# of Full Service Hoses		Size of Store		
Stacked	Fuel Configuration		Up Front Parking		
	Car Wash		Truck Parking		

Competitive Impact	
<b>Gasoline Score</b>	31.5
<b>Diesel Score</b>	0.0
<b>Convenience Store Score</b>	12.5
<b>Fast Food Score</b>	0.0
<b>Distance Score</b>	0.36

### Convenience Store

Walk In Cooler Doors	Lead Chain	Maintenance	
Reach In Cooler Doors	Lead Chain	Interior Lighting	Lead Chain
Lead Chain		Interior Signage	Lead Chain
Freezer Doors		Fountain Beverage	15
Beer/Wine Doors		Coffee Bar	
Beer Cave		Fast Food Brand	
Lead Chain		Fast Food	
		Restrooms	
		Snack Merchandising	
		Tobacco Merchandising	
		Hours of Operation	
		Cashier Stations	
		Lottery	
		ATM	



## Competition Analysis: Fuel and Convenience Store

<b>Name:</b>	Circle K	<b>Brand:</b>	Valero	<b>Map #:</b>	2	
<b>Location:</b>	Interstate 45 and Shenandoah Boulevard			<b>Intersection:</b>	NW	
<b>Type:</b>	Convenience Store			<b>Distance:</b>	0.0	

Forecourt and Exterior	Posted Prices
------------------------	---------------

4	MPD's	x	Canopy	Unleaded	\$4.49 <sup>9</sup>
	Electronic	x	Air		
8	# of Gasoline Hoses	3	Brand Sign Facings	Diesel	\$4.99 <sup>9</sup>
3	# of Gasoline Grades	2	Price Sign Facings	<i>Cash/Card Price</i>	
8	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	\$4.39 <sup>9</sup>
4	# of Diesel Fueling Positions	4	# of Access Points	Diesel	\$4.89 <sup>9</sup>
	# of Truck Diesel Lanes	Interior	Visibility	Strategy	0.00 Unleaded
	Kerosene	Unregulated	Traffic Regulation		-0.10 Diesel
	E-85	LimitedAccess	Road Configuration		
	EV Stations	Restricted	On Site Movement		
12	# of Self Service Hoses	45	Posted Speed		
	# of Full Service Hoses	2,500	Size of Store		
In Line	Fuel Configuration		Up Front Parking		
	Car Wash		Truck Parking		

Competitive Impact	
<b>Gasoline Score</b>	59.5
<b>Diesel Score</b>	6.5
<b>Convenience Store Score</b>	61.0
<b>Fast Food Score</b>	20.0
<b>Distance Score</b>	10.00

Convenience Store
-------------------

13	Walk In Cooler Doors	Chain	Maintenance	Standard	Restrooms
2	Reach In Cooler Doors	Chain	Interior Lighting	Chain	Snack Merchandising
Chain	Beverage Merchandising	Chain	Interior Signage	Chain	Tobacco Merchandising
6	Freezer Doors	x	Fountain Beverage	24	Hours of Operation
6	Beer/Wine Doors	x	Coffee Bar	2	Cashier Stations
	Beer Cave		Fast Food Brand	x	Lottery
Chain	Operation	Grab and Go	Fast Food	x	ATM



## Competition Analysis: Fuel and Convenience Store

<b>Name:</b>	Timewise	<b>Brand:</b>	Exxon	<b>Map #:</b>	<b>3</b>	
<b>Location:</b>	Research Forest Drive and Lakeside Boulevard			<b>Intersection:</b>	NW	
<b>Type:</b>	Convenience Store			<b>Distance:</b>	1.6	

Forecourt and Exterior	Posted Prices
------------------------	---------------

8	MPD's	x	Canopy	Unleaded	\$4.49 <sup>9</sup>
	Electronic	x	Air		
16	# of Gasoline Hoses	4	Brand Sign Facings	Diesel	\$4.99 <sup>9</sup>
3	# of Gasoline Grades		Price Sign Facings	<i>Cash/Card Price</i>	
16	# of Gasoline Fueling Positions		LED Price Sign	Unleaded	
2	# of Diesel Fueling Positions	1	# of Access Points	Diesel	
	# of Truck Diesel Lanes	Intersection	Visibility	Strategy	0.00 Unleaded
	Kerosene	Electronic	Traffic Regulation		-0.10 Diesel
	E-85	Crossover	Road Configuration	<b>Competitive Impact</b>	
	EV Stations	Standard	On Site Movement	<b>Gasoline Score</b>	91.5
18	# of Self Service Hoses	45	Posted Speed	<b>Diesel Score</b>	9.5
	# of Full Service Hoses	4,500	Size of Store	<b>Convenience Store Score</b>	100.7
Stacked	Fuel Configuration	12	Up Front Parking	<b>Fast Food Score</b>	5.0
Soft Touch	Car Wash		Truck Parking	<b>Distance Score</b>	0.18

Convenience Store
-------------------

22	Walk In Cooler Doors	Lead Brand	Maintenance	Standard	Restrooms
7	Reach In Cooler Doors	Lead Brand	Interior Lighting	Lead Brand	Snack Merchandising
	Beverage Merchandising	Lead Brand	Interior Signage	Lead Brand	Tobacco Merchandising
8	Freezer Doors	x	Fountain Beverage	19	Hours of Operation
7	Beer/Wine Doors	x	Coffee Bar	2	Cashier Stations
	Beer Cave		Fast Food Brand	x	Lottery
Lead Brand	Operation	Deli Case	Fast Food	x	ATM



## Competition Analysis: Fuel and Convenience Store

<b>Name:</b>	Circle K	<b>Brand:</b>	Valero	<b>Map #:</b>	4	
<b>Location:</b>	Research Forest Drive and Six Pines Drive			<b>Intersection:</b>	SW	
<b>Type:</b>	Convenience Store			<b>Distance:</b>	0.6	

Forecourt and Exterior	Posted Prices
------------------------	---------------

8	MPD's	x	Canopy	Unleaded	\$4.49 <sup>9</sup>
	Electronic	x	Air		
16	# of Gasoline Hoses	2	Brand Sign Facings	Diesel	\$4.99 <sup>9</sup>
4	# of Gasoline Grades	2	Price Sign Facings	<i>Cash/Card Price</i>	
16	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	
8	# of Diesel Fueling Positions	2	# of Access Points	Diesel	
	# of Truck Diesel Lanes	Intersection	Visibility	Strategy	0.00 Unleaded
	Kerosene	Electronic	Traffic Regulation		-0.10 Diesel
4	E-85	Divided	Road Configuration	<b>Competitive Impact</b>	
	EV Stations	Standard	On Site Movement	<b>Gasoline Score</b>	108.5
28	# of Self Service Hoses	45	Posted Speed	<b>Diesel Score</b>	14.5
	# of Full Service Hoses	5,600	Size of Store	<b>Convenience Store Score</b>	130.0
Dive In	Fuel Configuration	17	Up Front Parking	<b>Fast Food Score</b>	20.0
Soft Touch	Car Wash		Truck Parking	<b>Distance Score</b>	0.48

Convenience Store
-------------------

13	Walk In Cooler Doors	Lead Chain	Maintenance	Standard	Restrooms
4	Reach In Cooler Doors	Lead Chain	Interior Lighting	Lead Chain	Snack Merchandising
Lead Chain	Beverage Merchandising	Lead Chain	Interior Signage	Lead Chain	Tobacco Merchandising
9	Freezer Doors	x	Fountain Beverage	24	Hours of Operation
6	Beer/Wine Doors	x	Coffee Bar	3	Cashier Stations
x	Beer Cave	Circle K	Fast Food Brand	x	Lottery
Lead Chain	Operation	Grab and Go	Fast Food	x	ATM





## Competition Analysis: Fuel and Convenience Store

<b>Name:</b>	King Fuels	<b>Brand:</b>	Chevron	<b>Map #:</b>	5	
<b>Location:</b>	Interstate 45 and Tamina Road			<b>Intersection:</b>	SE	
<b>Type:</b>	Convenience Store			<b>Distance:</b>	0.3	

Forecourt and Exterior	Posted Prices
------------------------	---------------

6	MPD's	x	Canopy	Unleaded	\$4.79 <sup>9</sup>
2	Electronic	x	Air		
12	# of Gasoline Hoses	7	Brand Sign Facings	Diesel	\$5.49 <sup>9</sup>
3	# of Gasoline Grades	2	Price Sign Facings	<i>Cash/Card Price</i>	
12	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	
6	# of Diesel Fueling Positions	3	# of Access Points	Diesel	
	# of Truck Diesel Lanes	Intersection	Visibility	Strategy	0.30 Unleaded
	Kerosene	Electronic	Traffic Regulation		0.40 Diesel
	E-85	LimitedAccess	Road Configuration	<b>Competitive Impact</b>	
	EV Stations	Standard	On Site Movement	<b>Gasoline Score</b>	91.5
18	# of Self Service Hoses	45	Posted Speed	<b>Diesel Score</b>	16.5
	# of Full Service Hoses	4,000	Size of Store	<b>Convenience Store Score</b>	93.5
Dive In	Fuel Configuration	6	Up Front Parking	<b>Fast Food Score</b>	65.0
	Car Wash		Truck Parking	<b>Distance Score</b>	0.95

Convenience Store
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14	Walk In Cooler Doors	Lead Brand	Maintenance	Standard	Restrooms
3	Reach In Cooler Doors	Lead Brand	Interior Lighting	Lead Brand	Snack Merchandising
	Beverage Merchandising	Lead Brand	Interior Signage	Lead Brand	Tobacco Merchandising
8	Freezer Doors	x	Fountain Beverage	24	Hours of Operation
5	Beer/Wine Doors	x	Coffee Bar	2	Cashier Stations
x	Beer Cave	Church's Chicke	Fast Food Brand	x	Lottery
Lead Brand	Operation	Made to Order	Fast Food	x	ATM



## Competition Analysis: Fuel and Convenience Store

<b>Name:</b>	Timewise	<b>Brand:</b>	Exxon	<b>Map #:</b>	6	
<b>Location:</b>	Lake Woodlands Drive and Pinecroft Drive			<b>Intersection:</b>	NE	
<b>Type:</b>	Convenience Store			<b>Distance:</b>	1.2	

Forecourt and Exterior	Posted Prices
------------------------	---------------

6	MPD's	x	Canopy	Unleaded	\$4.49 <sup>9</sup>
	Electronic	x	Air		
12	# of Gasoline Hoses	6	Brand Sign Facings	Diesel	\$4.99 <sup>9</sup>
3	# of Gasoline Grades	4	Price Sign Facings	<i>Cash/Card Price</i>	
12	# of Gasoline Fueling Positions		LED Price Sign	Unleaded	
12	# of Diesel Fueling Positions	2	# of Access Points	Diesel	
	# of Truck Diesel Lanes	Intersection	Visibility	Strategy	0.00 Unleaded
	Kerosene	Electronic	Traffic Regulation		-0.10 Diesel
	E-85	Divided	Road Configuration	<b>Competitive Impact</b>	
	EV Stations	Standard	On Site Movement	<b>Gasoline Score</b>	59.5
24	# of Self Service Hoses	35	Posted Speed	<b>Diesel Score</b>	25.5
	# of Full Service Hoses	1,200	Size of Store	<b>Convenience Store Score</b>	44.0
Stacked	Fuel Configuration		Up Front Parking	<b>Fast Food Score</b>	0.0
Soft Touch	Car Wash		Truck Parking	<b>Distance Score</b>	0.24

Convenience Store
-------------------

10	Walk In Cooler Doors	Chain	Maintenance	Interior	Restrooms
4	Reach In Cooler Doors	Chain	Interior Lighting	Chain	Snack Merchandising
Chain	Beverage Merchandising	Chain	Interior Signage	Chain	Tobacco Merchandising
2	Freezer Doors	x	Fountain Beverage	24	Hours of Operation
6	Beer/Wine Doors	x	Coffee Bar	2	Cashier Stations
	Beer Cave		Fast Food Brand	x	Lottery
Chain	Operation		Fast Food	x	ATM



## Competition Analysis: Fuel and Convenience Store

<b>Name:</b>	Timewise	<b>Brand:</b>	Shell	<b>Map #:</b>	7	
<b>Location:</b>	Interstate 45 and Lake Front Circle			<b>Intersection:</b>	SW	
<b>Type:</b>	Island Marketer			<b>Distance:</b>	0.8	

Forecourt and Exterior	Posted Prices
------------------------	---------------

6	MPD's	x	Canopy	Unleaded	\$4.45 <sup>9</sup>
	Electronic	x	Air		
12	# of Gasoline Hoses	5	Brand Sign Facings	Diesel	\$5.09 <sup>9</sup>
3	# of Gasoline Grades	4	Price Sign Facings	<i>Cash/Card Price</i>	
12	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	
12	# of Diesel Fueling Positions	2	# of Access Points	Diesel	
	# of Truck Diesel Lanes	Interior	Visibility	Strategy	-0.04 Unleaded
	Kerosene	Unregulated	Traffic Regulation		0.00 Diesel
	E-85	LimitedAccess	Road Configuration	<b>Competitive Impact</b>	
	EV Stations	Restricted	On Site Movement	<b>Gasoline Score</b>	57.5
24	# of Self Service Hoses	45	Posted Speed	<b>Diesel Score</b>	18.5
	# of Full Service Hoses	1,500	Size of Store	<b>Convenience Store Score</b>	45.5
Parallel	Fuel Configuration		Up Front Parking	<b>Fast Food Score</b>	5.0
Soft Touch	Car Wash		Truck Parking	<b>Distance Score</b>	0.36

Convenience Store
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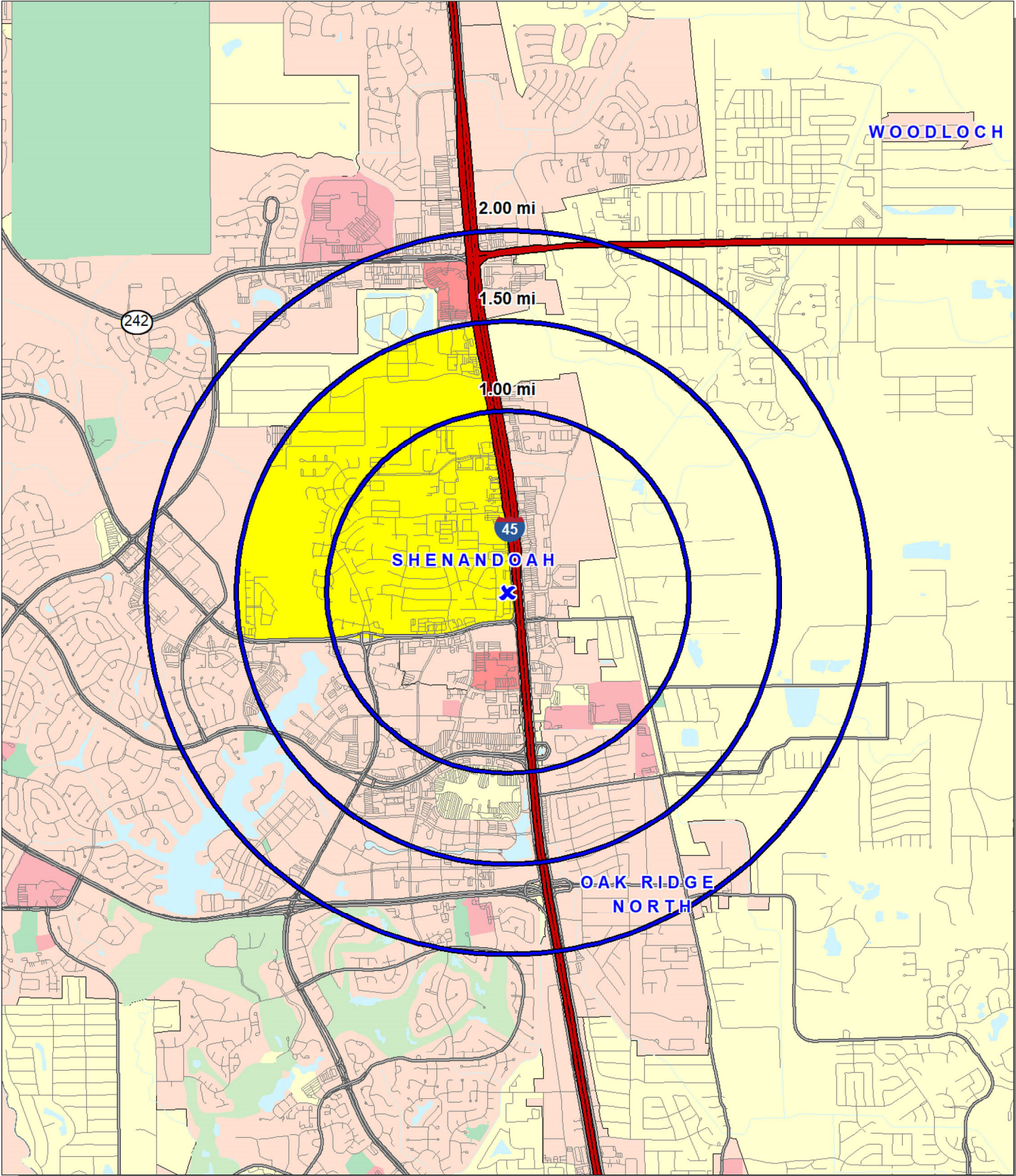
7	Walk In Cooler Doors	Chain	Maintenance	Interior	Restrooms
6	Reach In Cooler Doors	Chain	Interior Lighting	Chain	Snack Merchandising
Chain	Beverage Merchandising	Chain	Interior Signage	Chain	Tobacco Merchandising
2	Freezer Doors	x	Fountain Beverage	24	Hours of Operation
3	Beer/Wine Doors	x	Coffee Bar	2	Cashier Stations
	Beer Cave		Fast Food Brand	x	Lottery
Chain	Operation	Roller Grill	Fast Food	x	ATM





Trade Area Map  
1-, 1.5-, and 2-Mile Rings

28677 Interstate 45 N.  
Shenandoah, Texas 77381



X = Site

■ = Custom Area

# Demand Report

Location:

28677 Interstate 45 N.

Shenandoah, Texas 77381

	1 MILE RING 3.14 SQ/MI	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI
<b>POPULATION TREND</b>			
2010 Total Population	2,556	5,796	10,371
2021 Total Population	3,695	8,497	14,741
2026 Total Population	4,281	9,881	16,892
% Population Change 2000 to 2010	56.4%	59.5%	47.0%
% Population Change 2000 to 2021	126.1%	133.9%	109.0%
% Population Change 2010 to 2026	67.5%	70.5%	62.9%
% Population Change 2021 to 2026	15.9%	16.3%	14.6%
<b>2021 Total Daytime Population</b>			
2021 Total Daytime Population	16,000	39,932	58,890
2021 Total Employees	13,783	34,940	50,436
2021 Total Daytime at Home Population	2,217	4,992	8,454
2021 Total Employees (% of Daytime Population)	86.1%	87.5%	85.6%
2021 Total Daytime at Home Population (% of Daytime Population)	13.9%	12.5%	14.4%
<b>DENSITY</b>			
2021 Population Density	1,776	1,882	1,822
2021 Employee Density	5,236	5,874	4,623
<b>HOUSEHOLDS TREND</b>			
2010 Households	1,125	2,514	4,647
2021 Households	1,623	3,736	6,743
2026 Households	1,888	4,388	7,844
% Household Change 2000 to 2010	103.4%	104.6%	75.0%
% Household Change 2000 to 2021	193.5%	204.0%	154.0%
% Household Change 2010 to 2026	67.8%	74.5%	68.8%
% Household Change 2021 to 2026	16.3%	17.5%	16.3%
<b>2021 Average household size: Owner occupied</b>			
2021 Average household size: Owner occupied	1.7	1.6	1.6
<b>2021 Average household size: Renter occupied</b>			
2021 Average household size: Renter occupied	0.7	0.7	0.7
<b>INCOME</b>			
2010 Household income: Median	\$90,190	\$91,228	\$88,001
2010 Household income: Average	\$130,958	\$130,569	\$127,238
<b>2021 Household income: Median</b>			
2021 Household income: Median	\$99,798	\$104,352	\$111,792
<b>2021 Household income: Average</b>			
2021 Household income: Average	\$145,657	\$151,077	\$157,094
<b>2026 Household income: Median</b>			
2026 Household income: Median	\$131,521	\$137,657	\$146,991
<b>2026 Household income: Average</b>			
2026 Household income: Average	\$175,137	\$181,258	\$186,316
<b>HOUSEHOLD VEHICLES</b>			
2021 Households: Number of vehicles available	3,225	7,221	12,797
2021 Owner occupied: Number of vehicles available	2,361	5,130	9,031
2021 Renter occupied: Number of vehicles available	891	2,193	3,930



# Demand Report

Location:

28677 Interstate 45 N.

Shenandoah, Texas 77381

	1 MILE RING 3.14 SQ/MI	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI
<b>RACE &amp; ETHNICITY</b>			
% 2021 White alone	83.0%	84.4%	83.8%
% 2021 Black or African American alone	5.4%	4.1%	3.9%
% 2021 American Indian and Alaska Native alone: Adult	.2%	.2%	.2%
% 2021 Asian alone	6.3%	6.1%	6.0%
% 2021 Native Hawaiian and OPI alone	.1%	.1%	.1%
% 2021 Some Other Race alone	3.4%	3.2%	3.9%
% 2021 Two or More Races	1.6%	1.8%	1.9%
% 2021 Hispanic	14.3%	13.8%	15.2%
% 2021 Not Hispanic	85.7%	86.2%	84.8%
<b>EDUCATION &amp; OCCUPATION</b>			
<b>Education</b>			
% 2021 No High School Diploma	9.0%	6.9%	5.4%
% 2021 High school graduate, GED, or alternative	12.6%	12.7%	13.4%
% 2021 College No Degree	23.3%	23.1%	20.6%
% 2021 College Degree	38.0%	38.8%	40.8%
% 2021 Advanced Degree	17.2%	18.5%	19.7%
% 2021 College or Advanced Degree	55.2%	57.3%	60.6%
<b>Occupation</b>			
% 2010 Occupation: White collar	79.4%	80.3%	82.0%
% 2010 Occupation: Blue collar	20.7%	19.7%	18.1%
% 2020 Occupation: White collar	81.8%	82.4%	82.5%
% 2020 Occupation: Blue collar	18.2%	17.7%	17.6%
<b>AGE &amp; OCCUPANCY</b>			
<b>Age</b>			
2021 Total population: Median age	42	42	41
2021 Male population: Median age	40	40	40
2021 Female population: Median age	44	44	43
<b>Occupancy</b>			
2021 Households	1,623	3,736	6,743
% 2021 Owner occupied housing units	63.2%	60.5%	59.5%
% 2021 Renter occupied housing units	36.8%	39.5%	40.5%

# Demand Report

Location:

28677 Interstate 45 N.

Shenandoah, Texas 77381

	1 MILE RING 3.14 SQ/MI	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI
<b>RETAIL SALES POTENTIAL</b>			
2021 Convenience stores	\$2,607,967	\$6,019,807	\$10,920,412
2021 Gasoline stations with convenience stores	\$5,926,582	\$13,631,653	\$24,684,974
2021 Beer, wine, & liquor stores	\$559,243	\$1,291,728	\$2,334,168
2021 Supermarkets & other grocery (except convenience) stores	\$8,675,795	\$19,962,873	\$36,124,383
2021 Restaurant Expenditures	\$2,555,054	\$5,906,973	\$10,702,665
<b>HOUSEHOLD EXPENDITURES</b>			
<b>Automotive</b>			
2021 Gasoline (Household Average)	\$2,028	\$2,023	\$2,027
2021 Diesel fuel (Household Average)	\$52	\$51	\$51
2021 Gasoline on out-of-town trips (Household Average)	\$132	\$131	\$132
2021 Motor oil (Household Average)	\$13	\$13	\$13
2021 Lube, oil change, and oil filters (Household Average)	\$109	\$108	\$109
2021 Maintenance and repairs (Household Average)	\$949	\$949	\$951
<b>Food/Alcohol/Tobacco</b>			
2021 Food at home	\$7,952,970	\$18,294,143	\$33,102,461
2021 Food at home (Household Average)	\$4,900	\$4,897	\$4,909
2021 Food away from home (Household Average)	\$3,800	\$3,816	\$3,836
2021 Meals at restaurants, carry outs and other (Household Average)	\$3,194	\$3,205	\$3,220
2021 Breakfast and brunch (Household Average)	\$337	\$338	\$338
2021 Lunch (Household Average)	\$1,038	\$1,040	\$1,044
2021 Dinner (Household Average)	\$1,557	\$1,564	\$1,572
2021 Alcoholic beverages	\$1,026,937	\$2,379,851	\$4,311,171
2021 Alcoholic beverages (Household Average)	\$633	\$637	\$639
2021 At home (Household Average)	\$345	\$346	\$346
2021 Away from home (Household Average)	\$288	\$291	\$293
2021 Beer and ale	\$149,769	\$347,723	\$630,018
2021 Beer and ale (Household Average)	\$92	\$93	\$93
2021 Wine	\$68,828	\$160,813	\$292,304
2021 Wine (Household Average)	\$42	\$43	\$43
2021 Other alcoholic beverages	\$57,697	\$133,271	\$240,091
2021 Other alcoholic beverages (Household Average)	\$75	\$76	\$76
2021 Tobacco products and smoking supplies	\$531,908	\$1,213,026	\$2,182,622
2021 Tobacco products and smoking supplies (Household Avg)	\$328	\$325	\$324
2021 Cigarettes	\$451,528	\$1,029,390	\$1,851,983
2021 Cigarettes (Household Average)	\$278	\$276	\$275
2021 Other tobacco products	\$75,514	\$172,426	\$310,322
2021 Other tobacco products (Household Average)	\$47	\$46	\$46
2021 Smoking accessories	\$4,866	\$11,210	\$20,316
2021 Smoking accessories (Household Average)	\$3	\$3	\$3

# Demand Report

Location:

28677 Interstate 45 N.

Shenandoah, Texas 77381

	CUSTOM BOUNDARY 2.11 SQ/MI
<b>POPULATION TREND</b>	
2010 Total Population	3,266
2021 Total Population	4,804
2026 Total Population	5,600
% Population Change 2000 to 2010	101.0%
% Population Change 2000 to 2021	195.6%
% Population Change 2010 to 2026	71.5%
% Population Change 2021 to 2026	16.6%
<b>2021 Total Daytime Population</b>	
2021 Total Daytime Population	6,261
2021 Total Employees	3,351
2021 Total Daytime at Home Population	2,910
2021 Total Employees (% of Daytime Population)	53.5%
2021 Total Daytime at Home Population (% of Daytime Populat	46.5%
<b>DENSITY</b>	
2021 Population Density	2,448
2021 Employee Density	1,640
<b>HOUSEHOLDS TREND</b>	
2010 Households	1,437
2021 Households	2,079
2026 Households	2,432
% Household Change 2000 to 2010	160.3%
% Household Change 2000 to 2021	276.6%
% Household Change 2010 to 2026	69.2%
% Household Change 2021 to 2026	17.0%
<b>2021 Average household size: Owner occupied</b>	
2021 Average household size: Owner occupied	1.6
<b>2021 Average household size: Renter occupied</b>	
2021 Average household size: Renter occupied	0.7
<b>INCOME</b>	
2010 Household income: Median	\$98,738
2010 Household income: Average	\$143,842
<b>2021 Household income: Median</b>	
2021 Household income: Median	\$96,729
2021 Household income: Average	\$151,865
<b>2026 Household income: Median</b>	
2026 Household income: Median	\$138,071
2026 Household income: Average	\$186,467
<b>HOUSEHOLD VEHICLES</b>	
2021 Households: Number of vehicles available	4,135
2021 Owner occupied: Number of vehicles available	2,991
2021 Renter occupied: Number of vehicles available	1,158

# Demand Report

Location:

28677 Interstate 45 N.

Shenandoah, Texas 77381

**CUSTOM  
BOUNDARY  
2.11 SQ/MI**

## RACE & ETHNICITY

% 2021 White alone	85.3%
% 2021 Black or African American alone	2.5%
% 2021 American Indian and Alaska Native alone: Adult	.1%
% 2021 Asian alone	7.7%
% 2021 Native Hawaiian and OPI alone	.0%
% 2021 Some Other Race alone	2.7%
% 2021 Two or More Races	1.7%

% 2021 Hispanic	12.7%
% 2021 Not Hispanic	87.3%

## EDUCATION & OCCUPATION

### Education

% 2021 No High School Diploma	7.9%
% 2021 High school graduate, GED, or alternative	9.0%
% 2021 College No Degree	23.7%
% 2021 College Degree	40.8%
% 2021 Advanced Degree	18.6%
% 2021 College or Advanced Degree	59.4%

### Occupation

% 2010 Occupation: White collar	84.8%
% 2010 Occupation: Blue collar	15.2%
% 2020 Occupation: White collar	85.9%
% 2020 Occupation: Blue collar	14.1%

## AGE & OCCUPANCY

### Age

2021 Total population: Median age	46
2021 Male population: Median age	43
2021 Female population: Median age	49

### Occupancy

2021 Households	2,079
% 2021 Owner occupied housing units	62.8%
% 2021 Renter occupied housing units	37.2%

# Demand Report

Location:

28677 Interstate 45 N.

Shenandoah, Texas 77381

CUSTOM  
BOUNDARY

2.11 SQ/MI

## RETAIL SALES POTENTIAL

2021 Convenience stores	\$3,352,983
2021 Gasoline stations with convenience stores	\$7,582,806
2021 Beer, wine, & liquor stores	\$722,757
2021 Supermarkets & other grocery (except convenience) stores	\$11,119,930
2021 Restaurant Expenditures	\$3,304,648

## HOUSEHOLD EXPENDITURES

### Automotive

2021 Gasoline (Household Average)	\$2,021
2021 Diesel fuel (Household Average)	\$50
2021 Gasoline on out-of-town trips (Household Average)	\$132
2021 Motor oil (Household Average)	\$13
2021 Lube, oil change, and oil filters (Household Average)	\$108
2021 Maintenance and repairs (Household Average)	\$949

### Food/Alcohol/Tobacco

2021 Food at home	\$10,187,542
2021 Food at home (Household Average)	\$4,900
2021 Food away from home (Household Average)	\$3,829
2021 Meals at restaurants, carry outs and other (Household Average)	\$3,215
2021 Breakfast and brunch (Household Average)	\$339
2021 Lunch (Household Average)	\$1,042
2021 Dinner (Household Average)	\$1,570
2021 Alcoholic beverages	\$1,331,819
2021 Alcoholic beverages (Household Average)	\$641
2021 At home (Household Average)	\$348
2021 Away from home (Household Average)	\$293
2021 Beer and ale	\$194,304
2021 Beer and ale (Household Average)	\$93
2021 Wine	\$90,657
2021 Wine (Household Average)	\$44
2021 Other alcoholic beverages	\$74,525
2021 Other alcoholic beverages (Household Average)	\$76
2021 Tobacco products and smoking supplies	\$671,067
2021 Tobacco products and smoking supplies (Household Average)	\$323
2021 Cigarettes	\$569,453
2021 Cigarettes (Household Average)	\$274
2021 Other tobacco products	\$95,392
2021 Other tobacco products (Household Average)	\$46
2021 Smoking accessories	\$6,223
2021 Smoking accessories (Household Average)	\$3



# Full Demographic Report

Location:  
28677 Interstate 45 N.  
Shenandoah, Texas 77381

CUSTOM  
BOUNDARY  
2.11 SQ/MI

## POPULATION OVERVIEW

### Population Trend

2000 Total Population	1,625
2010 Total Population	3,266
2021 Total Population	4,804
2026 Total Population	5,600
% Population Change 2000 to 2010	101.0%
% Population Change 2000 to 2021	195.6%
% Population Change 2010 to 2026	71.5%
% Population Change 2021 to 2026	16.6%

### 2021 Race and Ethnicity

% 2021 White alone	85.3%
% 2021 Black or African American alone	2.5%
% 2021 Asian alone	7.7%
% 2021 Other Race - Population	4.6%

### Hispanic or Latino

% 2021 Hispanic	12.7%
% 2021 Not Hispanic	87.3%

### 2021 Age Trend

Total population: Median age	46
Male population: Median age	43
Female population: Median age	49
Age 19 and Under	15.3%
Age 20 to 29	15.1%
Age 30 to 39	13.8%
Age 40 to 49	9.7%
Age 50 to 64	16.9%
Age 65 and Over	29.4%

### 2021 Male Population

% Male population	47.9%
% Male population: Under 5 years	2.9%
% Male population: 5 to 9 years	2.1%
% Male population: 10 to 14 years	1.4%
% Male population: 15 to 19 years	1.3%
% Male population: 20 to 24 years	2.1%
% Male population: 25 to 29 years	5.4%
% Male population: 30 to 34 years	4.5%
% Male population: 35 to 39 years	2.8%
% Male population: 40 to 44 years	2.7%
% Male population: 45 to 49 years	2.2%
% Male population: 50 to 54 years	2.2%
% Male population: 55 to 59 years	2.0%
% Male population: 60 to 64 years	1.9%
% Male population: 65 to 69 years	4.8%
% Male population: 70 to 74 years	3.9%

# Full Demographic Report

Location:  
28677 Interstate 45 N.  
Shenandoah, Texas 77381

	<b>CUSTOM BOUNDARY 2.11 SQ/MI</b>
% Male population: 75 to 79 years	3.0%
% Male population: 80 to 84 years	1.6%
% Male population: 85 years and over	1.2%
<b>2021 Female Population</b>	
% Female population	52.1%
% Female population: Under 5 years	3.0%
% Female population: 5 to 9 years	2.1%
% Female population: 10 to 14 years	1.6%
% Female population: 15 to 19 years	1.0%
% Female population: 20 to 24 years	2.4%
% Female population: 25 to 29 years	5.2%
% Female population: 30 to 34 years	4.1%
% Female population: 35 to 39 years	2.3%
% Female population: 40 to 44 years	2.1%
% Female population: 45 to 49 years	2.6%
% Female population: 50 to 54 years	2.5%
% Female population: 55 to 59 years	4.3%
% Female population: 60 to 64 years	4.0%
% Female population: 65 to 69 years	4.3%
% Female population: 70 to 74 years	3.5%
% Female population: 75 to 79 years	3.2%
% Female population: 80 to 84 years	1.9%
% Female population: 85 years and over	2.0%
<b>HOUSEHOLD OVERVIEW</b>	
<b>Household Trend</b>	
2000 Households	552
2010 Households	1,437
2021 Households	2,079
2026 Households	2,432
% Household Change 2000 to 2010	160.3%
% Household Change 2000 to 2021	276.6%
% Household Change 2010 to 2026	69.2%
% Household Change 2021 to 2026	17.0%
<b>2021 Household Size</b>	
Average household size	2.3
% Family households	69.5%
% Nonfamily households	30.5%

# Full Demographic Report

Location:  
28677 Interstate 45 N.  
Shenandoah, Texas 77381

**CUSTOM  
BOUNDARY  
2.11 SQ/MI**

<b>Household Income Trend</b>	
2000 Median income	\$70,520
2010 Median income	\$98,738
2021 Median income	\$96,729
2026 Median income	\$138,071
% Median Income Change 2000 to 2010	40.0%
% Median Income Change 2000 to 2021	37.2%
% Median Income Change 2010 to 2026	39.8%
% Median Income Change 2021 to 2026	42.7%
2000 Household income: Average	\$73,929
2010 Household income: Average	\$143,842
2021 Household income: Average	\$151,865
2026 Household income: Average	\$186,467
<b>2021 Household Income</b>	
up to \$24,999	8.7%
\$25,000 to \$49,999	17.2%
\$50,000 to \$74,999	8.8%
\$75,000 to \$124,999	22.7%
\$125,000 to \$199,999	16.1%
\$200,000 or more	26.6%
Income Below \$75,000	34.7%
Income \$75,000 to \$199,999	38.8%
<b>HOUSING UNITS OVERVIEW</b>	
<b>2021 Home Value</b>	
Median Home Value	\$319,831
Average Home Value	\$435,111
<b>2021 Occupancy</b>	
Households	2,079
Owner occupied	62.8%
Renter occupied	37.2%
<b>Occupancy by Number of Units</b>	
1 Unit, Detached	66.3%
1 Unit, Attached	4.1%
2	2.9%
3 or 4	.0%
5 to 9	.3%
10 to 19	11.7%
20 to 49	4.9%
50 or more	9.8%
Mobile home	.0%
Boat, RV, van, etc.	.0%
<b>2021 Occupation</b>	
Workers 16 years and over	2,003
White collar	85.9%
Blue collar	14.1%

# Full Demographic Report

Location:  
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**CUSTOM  
BOUNDARY  
2.11 SQ/MI**

<b>2021 Educational Attainment</b>	
Population 25 years and over	3,854
No High School Diploma	7.9%
High school graduate, GED, or alternative	9.0%
College No Degree	23.7%
College Degree	40.8%
Advanced Degree	18.6%
College or Advanced Degree	59.4%
<b>2021 Marital Status</b>	
Population 15 years and over	4,177
Not Married	35.5%
Married	64.5%
<b>Average Travel Time to Work Trend</b>	
2000 Travel time: Average (in minutes)	28
2010 Travel time: Average (in minutes)	31
2021 Travel time: Average (in minutes)	34
<b>Work at Home Trend</b>	
% 2000 Workers 16+ years who work at home	4.4%
% 2010 Workers 16+ years who work at home	6.2%
% 2021 Workers 16+ years who work at home	5.4%
<b>Did Not Work at Home Trend</b>	
% 2000 Workers 16+ years who do not work at home	95.6%
% 2010 Workers 16+ years who do not work at home	93.8%
% 2021 Workers 16+ years who do not work at home	94.6%
<b>Mode of Transportation to Work</b>	
Car, truck, or van - Drove alone	79.7%
Car, truck, or van - Carpooled	9.4%



Presented by:  
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The contents of this study, including all projections, are based on information furnished by the client, customer and data collected by IMST in the field, and from other sources. IMST does not warrant that there have been no material changes in the data since generation, including merchantability and fitness for a particular purpose with regard to the study and all underlying data and analysis. IMST makes reasonable efforts to obtain all data for the study; however, market conditions are subject to change and these changes may significantly alter actual sales.

**The completed study is not intended to provide a guarantee of actual business performance.**

It is our understanding that the studied site has been thoroughly tested regarding potential contamination and no problems now exist that create negative environmental conditions.

If you should have any questions regarding this information, please call us at 281.398.0321.

**R2410U (2022)**